TELLING YOUR COMMUNITY'S PREVENTION STORY

Tips & Tricks for Creatively Collecting Process Data
POLL

What context are you working in?

- Local service provider
- State agency
- Technical assistance provider
- Other
A LITTLE ABOUT ME
AGENDA

Why tell a story about your process?

What kinds of data can help you tell your story?

How can you produce or collect data during your planning process?

How do you turn the data into a story?
WHY FOCUS ON PROCESS?
THE JOURNEY MATTERS
CONTEXT MATTERS
PEOPLE MATTER
WHAT CAN YOU **DO** WITH YOUR STORY?
LEARN FROM IT

Knowledge
SHARE IT
CELEBRATE IT
POLL

Are you currently collecting data specific to your planning processes? (yes/no)
POLL

In your current prevention planning processes, what *kinds* of data do you currently collect?
What qualifies as data?

Like an evaluator in a data store

- Aisle 1: big data
- Aisle 2: demographics
- Aisle 3: field notes
- Aisle 4: local data
- Aisle 5: transcripts

I might need a second cart
What other sources of data naturally occur in planning processes?
DATA-RICH TOOLS
Ease of Learning
Ease of Implementation
Multipurpose
RICH PICTURES

Video Clip:
https://www.youtube.com/watch?v=KdYE_HYNyQ

Image source:
http://inscriptdesign.com/rich-pictures/
Graphic Facilitation

The Story-Telling Animal

What is a human being?

we are hard-wired for story
stories help us organize
our mind wanders

we can’t make a story out of this!

emotional persuasive

This is your brain on story

Stories spike oxytocin, make us more empathetic!

Character + Problem + Attempted Solution = Story

A good story includes:
- A Message
- A Good Demand to be Shared

Art is an infection

Once upon a time...

Jonathan Gottschall

Creating a good story is hard work

Put your ass in the chair and leave it there!!

http://www.erisweaver.info/graphic.html

Video clip:
https://www.youtube.com/watch?v=ZgLbkbhvyUw
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DRAWING TOGETHER

Stories Without Words
Examples from Drawing Together in Peru, Belgium and Canada.

http://www.liberatingstructures.com/20-drawing-together/
APPRECIATIVE INTERVIEWS

http://www.liberatingstructures.com/5-appreciative-interviews-ai/
TELLING YOUR STORY
Dealing with Data

Our participants have been telling us valuable stories. We've learned so much about what we're doing right and where we can improve.

Did you get their emails? If so, we can survey them and get some real evidence.
FOCUSING YOUR STORY
KEY THEMES
What makes the process successful?
What makes the process valuable?
What makes the process meaningful?
What does engagement look like?
What does collaboration look like?
What does justice look like?
What changed as a result of your process?
EXEMPLARS & MULTIPLE TRUTHS

REAL
WRITING YOUR STORY IS PART OF THE PROCESS
SHARING YOUR STORY
LOST IN TRANSLATION

A TRANSLATION
FROM ONE LANGUAGE TO ANOTHER
SHARE
ARTIFCATS
CREATIVE STORY SHARING

Animaker

HSTRY

Piktochart
make information beautiful
POLL

What types of challenges do you encounter already or do you imagine encountering when collecting these kinds of data?
QUESTIONS?